

Introduction: Welcome to the Enchanting Lawyer Podcast, the show that walks you step-by-step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community.

Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hello everybody and welcome to the Enchanting Lawyer podcast. This is a show where we interview the most inspiring entrepreneurs, business people from all over the world who shared their ideas and inspiration with us. This is your host, Jacob Sapochnick.

I'm recording this podcast actually right here in my office with my guest today who is sitting in front of me here. I think that this format of interview and the kind of guest that I have here today, I've never done that before. I have here an amazing entrepreneur from Russia, his name is Pavel Gitelman.

Pavel is the founder of RTA, one of the largest creative agencies in Russia. He just turned 30. Some of his clients are KFC, Sony, L'oreal, and many, many, many other large international companies.

What he did, he decided to come to America with no contacts, with very basic language skills, for 30 days with the goal of raising \$500,000 of contracts for his company back home and he's going to make it a reality. I happen to meet him through a post on Facebook and I just connected with his energy, with this amazing individual who is sitting right in front of me right now.

Pavel, first of all, welcome to San Diego and welcome to my office. How are you today?

Pavel: Good day. Thank you, Jacob, for inviting me.

Jacob: I know that you're a little bit nervous which is normal but remember that people who listen to the show, most of them -- I'll give a little background. They're entrepreneurs, they're professionals, but all of them, they have one thing that is interesting for them. They listen to the show for inspiration, they listen into the show to take something that will change their business, their life, and I feel that you're going to do that in the next 20 minutes.

Just to ease the conversation, tell us a little bit about yourself. What do you feel right now?

Pavel: Jacob, thank you.

Yes, I want to say what I'm feeling right now. I ask myself, what is my motivation? Why I come back every day? What I say to myself? Why I live here?

Before, I think before, 10 years ago, I find this answer. I find the answer. I know only one thought. After 100 years, I am dead, and Jacob dead, and every people that who listen to me right now, it's fact. If all people who live right now on this planet died, can I think about some problem? Now, I speak English for the first time in my life. I don't know correct grammatical words.

Jacob: Right.

Pavel: [unclear 00:03:51]. I must think about it, no. I live right now. It is my responsibility of all people who live before me because many people work hard for civilization. Create something fantastic for this world. Create this microphone. Create this lamp. All people think about how they can't change or inspire the world. It's my mission.

When I have a good success story in Russia, when I find good money, great big company, \$70 billion, create fantastic team in my company [unclear 00:04:58] works 115 guys. It's best guys of digital marketing of Russia. When you create that, you can sit and do nothing.

Jacob: Right.

Pavel: You can only observe. Only observe it. How you can find your personal motivation.

Jacob: Right.

Pavel: How you can find some challenge.

Jacob: Where is the next challenge? Just to put it in context, you told me downstairs that you build this company, you just turn 30, you have 150 people working for you. It's a multi-million dollar company. You have a great team and then you think to yourself "I'm just 30 years old. What is next for me?" So you're coming from that perspective.

Pavel: Yes. I think how I must think. What I must say to myself. I remembered when I was a child. Because when you think like child, you don't know rules. You don't know how world work. You have only one. You have many questions. You ask yourself, "How I can do something? What guys need for my collaboration?" You have so much open in mind.

I want to say something. Today is my third day in America. It's fantastic. Only two days. When I write down in my Facebook my challenge, I said it's the biggest challenge in my life. Friend, please help me. I want to find some network in America and it's fantastic.

One day, we have five thousand messages. Many guys from all American write me and want meeting with me and want to create some project. Today, we write down in Facebook messaging and calling and find some interesting guy. One of the guys said [unclear 00:07:47] and he live in San Diego. He's create [unclear 00:07:51] Frost Meeting with [Anatoly 00:07:54].

Jacob: [unclear 00:07:56]

Pavel: Yes. Anatoly and Anatoly say about me to Jacob. Now, we live [unclear 00:08:04] days and I sit here.

Jacob: Right.

Pavel: Two weeks ago, I don't know who's Jacob and Jacob don't know who's Pavel Gitelman and now we sit here. Before we have fantastic hours. We think "How we can collaborate?" We make great, great project.

But I want to say something another. Today, many people write me. I think 10 meetings is [unclear 00:08:40] interesting guys. It's startup guys. It's American entrepreneur. It's many people. What I understand in our world, leave two typical guys.

Both guys said to me some rules, some barrier, some advice. We sit and this guy said to me "You must think like that. You must know this barrier. Guys, you must go to some meeting. You don't know English. You must have population in America. You must think about it." This guy said to me many advice but I find not typical guys, like Jacob. It's interesting guy. It's another guy.

This guy doesn't say to me some advice. This guy doesn't say to me about rules. This guy don't say to me how world work. This guy ask me only one question: how we can collaborate? How we can create more money between our network? This guy, we think about new project. We think about new power, we think about new level. It's interesting guy. Now, I have only 27 days in America. I don't have plan. I don't know what I do here.

Jacob: What are you going to do next?

Pavel: I don't know what I do next. Yes. But I want to find guys like Jacob. I want to create fantastic community guy who don't think about rules.

Jacob: Right, or limitations.

Pavel: Only?

Jacob: Rules and limitations.

Pavel: And limitations.

Jacob: Cannot be.

Pavel: I know all limitations. Guys, you see how I speak English. It's not very well.

Jacob: But you try.

Pavel: I try. I don't know everything. It's fact, I know it, but I can do only one. I can trust. I can have hungry energy.

Jacob: Right.

Pavel: I want work. I have fantastic team. We can create fantastic project. We have one of the best portfolio of digital marketing. We work with L'oreal, Avon, KFC, and create, fantastic e-commerce project. I don't know how I can work here. Some guys say to me, "Pavel Paul, you must [unclear 00:11:42]. You must create more beautiful stories. You must say "You live in America. You have this company. You have story goal. You have portfolio. You can borrow from other cases and say it's your cases and lie every time and maybe you find some projects."

Guys, it's my life. After one years, I'm dead. I don't want to think about lies. I don't want to say it myself when I die, "Oh Paul, you go to America and lie everybody and you find some money." No, it's my life. I don't know English. I don't know network. But I have hungry energy.

Jacob: You have the passion as well.

Pavel: Maybe I have passion. I want to set my target.

Jacob: Right.

Pavel: I have only 27 days and I must find interesting guy. Who is this guy? I must work out money half a million dollars.

Jacob: [unclear 00:13:07] in contracts.

Pavel: In contracts, yes. And create fantastic project. I don't know how to do it but I must do it.

Jacob: And you just follow whatever happens.

Pavel, let me ask you this. When you started your company, what motivated you? What motivates you every day to do what you do?

Pavel: I think ...

Jacob: I know it's the money.

Pavel: Yes. Yes, thank you for this question. It's very interesting question.

More personal passion I find when I see talent. People have talent. For example, you have good employee, [Anessa 00:13:50], and when I come back to your office, Anessa come to me and we have a conversation. And I understand Anessa have talent.

Jacob: Right.

Pavel: I speak with Jacob and see how he thinks. I know you have some talent. You create good company. You want to do something youthful for our world. It's interesting. When I see guys who have talent, I want to say to him, "Don't lie yourself. Don't listen to everybody. Say it yourself, you can do it. You can do what you want, not want [unclear 00:14:42]."

[Unclear 00:14:47] My life is to collect talent. I want to meet with the most talent guys who live right now in this planet. I know [unclear 00:15:02] planet live 6 ...

Jacob: Six billion.

Pavel: Six billion people live on planet and I want to find the most talented guy. I want to create collaborate project.

Jacob: Because you derive some sort of energy that fuels you as you meet these kind of people.

Pavel: Yes, yes, yes. I find 115 talented guys in Russia. It's fantastic. In this year, my company, have four years from the start and three different ratings of digital agency take my company, [unclear 00:15:49] of fastest growing.

Jacob: Yeah.

Pavel: My company, most fast growing company in Russia market.

Jacob: Okay.

Pavel: All my competition, it's older company. This company works 10 years, 15 years. My company [unclear 00:16:08], four years. Now I know how I do it in one country. I don't know how I can do it in America.

Jacob: Let me ask you this. What do you think is the key to the success of your company? Your personal success, so fast?

Pavel: Only people. When I find some interesting guy, I do everything to collaborate with them. I take all my attention for growing this talent. For example, when I have interview and people come to me to work, I ask myself a few questions. First one, can I work with this guy for 15 years? It's not logical decision, it's emotion decision.

Jacob: Yeah.

Pavel: Why I ask this question? Because you can have logical decision of 15 years like right now. I don't know what's happened with me this month. But everybody don't know what's happen with them next 15 years. You don't know [unclear 00:17:52]. Many guys lie to them self and said, "I know what I want. I work hard. I do something." No, you don't know. It's black sight. You don't know what will happen. All your decision, it's only emotional decision. Because logic decision is only short. It's short. For example, I know how I can earn, for example, \$1,000 right now. I telephone my friend and I can just run with it. From logic, it's very great. [unclear 00:18:51] why I don't do that.

Jacob: Is it legal?

Pavel: Okay, legal. I go to Russia and nobody finds me. For example, I say to my friend Yuri, "Oh, [unclear 00:19:03]." [unclear 00:19:07] because it's emotional. It's not logic. Government people create some rules for us and to think [unclear 00:19:20] some rules and we don't steal because of the rules. But some people ...

Jacob: Break the rules.

Pavel: Wow! It's not work. Okay. We can reduce person who break the law but it's still. You must understand all your decision, only emotion decision.

Jacob: Right.

Pavel: You can do everything on logic because you don't know everything.

Jacob: Right.

Pavel: How Jobs say that you're naked. Every time. Every time. Now, all my logic brain say to me, "Paul, it's not good. You in another country, you don't have network. Your language is not good. Many people think about you. Nonsense. Nonsense. It's crazy guys." But emotional, I'm feeling.

Jacob: Can you be with that person or collaborate for the next 15 years.

Pavel: Yes.

Jacob: An emotional decision.

Pavel: If I can help, for example, Jacob, and if he create fantastic project and help many guys come and create business, don't change the world. We change world but I want to take something from other. Change world. We must think not about change.

Jacob: Impress, yeah.

Pavel: Don't change world, impress them.

Jacob: Right.

Pavel: When you impress world, you do something fantastic. When you want to challenge the world, you think about -- it's not about positive change.

Jacob: Right.

Pavel: Impress. Impress world. How you can do it. This is what I think every time.

Jacob: So, you said the first question is if you can work with them for 15 years, what is the other questions you ask when you build a team?

Pavel: If guys inside have fire. You can do only two actions. You have only two actions. Only two actions. You can grow your fire or you can shoot water to the fire. Only two actions.

Jacob: Yes.

Pavel: Water to the fire or growing fire.

Jacob: Increase the fire.

Pavel: Increase.

Jacob: Yeah.

Pavel: Many guys don't understand the difference. The second question I ask, does this guy understand what is growing fire? It's about feeling, it's not about logic.

Jacob: Right.

Pavel: I say to Jacob, does this guy know about growing inside fire? Know what his interest in for self.

Jacob: Right.

Pavel: But many people, every day, use water and they throw water on the fire. When I meet this guy, this guy throw water on my fire and say to me advice, rules, barrier.

Jacob: Right.

Pavel: But some guys see my fire, know about self fire and think, "Oh, maybe we create big fire together."

Jacob: Yeah, let's create a big fire together.

Pavel: Big fire together.

Jacob: Those are the ones you want to work with.

Pavel: Yes.

Jacob: That's how, yeah, interest -- I like that.

Pavel: It is second.

Jacob: Okay.

Pavel: Third, truthful.

Jacob: Yeah, truthfulness and honesty.

Pavel: Is this guy truthful in self?

Jacob: Is it truthful to himself or not?

Pavel: Yes, yes, yes.

Jacob: Okay.

Pavel: Because I think it's problem when you lie to yourself.

Jacob: How would you know that?

Pavel: I think it's ...

Jacob: Intuition?

Pavel: Feeling, intuition. Feeling. When people lie to them self, how does this people do? Does this people look like "Hello guys, I'm Paul. I'm from Russia. Listen to me. Maybe you can work with me." You know it's a lie. When I said what I think - - what happened inside? What real inside to me, you know it's not about logic,



it's about your emotion. We think we live in logical world. It's mistake. You live in an emotional world.

What do all brands? What is brand? Why you buy Coca-Cola or Pepsi are not you feeling emotion.

Jacob: Absolutely.

Pavel: Your company must have emotion. Emotion power. You must do it and my job, job in my agency, help business find your emotion and show your emotion.

Jacob: And you tell stories.

Pavel: And tell stories.

Jacob: That's how we do it.

Pavel: If your company don't have stories, if your company have good logical services, it's not interesting.

Why we like Apple over Facebook? We know stories. We know stories, sexy stories, we know how these guys grow in barrier, yeah? And we love this company. Loves.

Jacob: That's really where I feel the future is, you know. It's telling good stories and making them stay.

Pavel, we're almost coming to the end of our show and I wanted to ask you this thing. If you had to give advice to a new entrepreneur; somebody who is going to start his company today and they're coming to you and they say, "Pavel, what is the first thing that I should do before I start my company?" What would you tell them?

Pavel: Only [unclear 00:26:42].

Jacob: Yes.

Pavel: Say it to everybody, "Fuck you." Say it yourself, "You feeling the world. Do what you want. Think how you want. Don't lie to yourself." Do it. Do what you want. Do your life. You can own your company, you can own application, you own only one point. It's your life.

Jacob: Right. Just do it.

Pavel: Start to own your life.

Jacob: I love it.

Pavel, if somebody wants to find you online and follow your story for the next 30 days in the future, where can they find you? What is the best way to -- give us the [unclear 00:27:32]. I'm going to put links in the show notes but say it verbally.

Pavel: If Jacob [unclear 00:27:37].

Jacob: Yeah, we allow. Yeah? Of course.

Pavel: I say about our collaboration.

Jacob: Yeah, of course. Of course.

Pavel: When I'm meeting with Jacob, I understand this fantastic guy. It's a very interesting guy. I know this guy can create fantastic company of America and I want to help me. When we preparation to interview, we create good project.

Jacob and I, we create collaborating.

Jacob: Collaboration, yeah.

Pavel: Today, it's the third day of my trip and now I want to say to you, it's not my trip, it's [unclear 00:28:22] and Jacob's. Now, we have 27 days and we work together. We want to create first case in America when guys who don't know English, who don't know ...

Jacob: Don't have any contacts.

Pavel: ... contacts can create business here. You can find me on Jacob's page.

Jacob: The current site ... I'll just give them the regular site that you have. It's gitelman.me/en. This is the regular site. We'll tell more about our collaboration which basically just happened today, it's third day in America, and hopefully you can follow the story. Follow this story and follow Pavel.

Thank you for coming to my office and doing the show.

Pavel: Thank you, Jacob.

Jacob: Hopefully this show will inspire others to just do it. Get out of their couch, get out of their office, get out of their countries and just do something that most people will tell you it's not possible which is the reason why I'm so inspired by Pavel.

Thanks for listening to the show and we'll see you at our next episode. This is Jacob, [enchantinglawyer.com](http://enchantinglawyer.com). Thanks for the emails, the comments, and we look forward to seeing you at our next episode. Signing off from San Diego.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at [enchantinglawyer.com](http://enchantinglawyer.com). That's [www.enchantinglawyer.com](http://www.enchantinglawyer.com).